

Programmatic showcase

Moët Hennessy Louis Vuitton (LVMH)

Omnichannel campaign with contextual creatives plus affinity targeting and budget optimisation

Campaign objective

- To raise awareness of Dior J'adore and LOEWE Paula's Ibiza perfumes to target audiences
- Drive store traffic

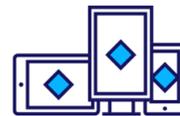
Taptap Digital, Publicis Media Luxe, JCDecaux Spain and VIOOH came together to collaborate on a strategy that highlighted the legacy and quality of the brands whilst at the same time, used programmatic technology to target key audiences.

Using Taptap's Sonata Location Intelligence (Sonata LI), this programmatic omnichannel DOOH-led campaign was able to identify locations where there were no DOOH screens, thereby triggering one-to-one campaigns on mobile, display premium interactive formats instead – an incredibly advanced solution!



Target audience

- Luxury
- Affluent
- Fashion-conscious



Campaign specification

- Guaranteed and non-guaranteed
- DOOH, mobile and display



Inventory

- DOOH Street Furniture across Madrid, Alicante, Bilbao, Barcelona, Castelldefes, Fuenlabrada, Gran Canaria and Leganes



Campaign reach

Reached nearly

4 million

users with just over 600k playouts

An additional

2.5 million

Additional impressions to the target audience via the other digital campaigns (not DOOH)

Leveraging Taptap's Sonata LI

Sonata Location Intelligence (LI) is a geospatial analytics platform and has advanced DSP features including Smart Groups which help make better planning and buying decisions.

Sonata LI incorporates static and dynamic data originating both from within and outside of the digital ecosystem. Using LI, Taptap is able to group screens and allocate budget according to their reach among target audiences and their distance to stores.

The Sonata DSP activates these groups in a feature called Smart Groups. This campaign chose to align certain screens with the following context:

- Moments of high purchase potential
- Moments of high traffic or mobility
- Store hours

In addition, by identifying areas with high concentrations of the target audience without DOOH coverage, a digital campaign was able to be planned that extended reach but maintained efficiency.



Sonata LI was created by engineers and data scientists at Taptap, and we are really proud of the value it provides to our clients. By identifying allocation units in the data, we can not only make a wider range of data actionable, but decouple it from unique users to protect individual privacy.

Álvaro Mayol

Partner and CPO & CTO, Taptap

